

Fig. 1A

101

Summary Description
OF Item

103

Shopping Cart:

103a

Work Shopping Cart ▼

Add to shopping cart

103e

OR

105

Ship to:

105a

John Doe ▼

Buy 1 Now
With 1-Clicksm

105e

105g

☐ Is this a Gift?

107

Wish lists:

107a

Birthday wish list ▼

Add to wish list

107e

110

Gift Cluster:

112

Mom's Birthday Present ▼

116

114

Add to gift cluster

118

109

Detailed Description
OF Item

101

103

103 a

▼

103e

105

105a

✓ 105e

1059

7

107a



107 e

114

112

1

116

✓ 120

✓ 122

124

126

5130

109

0954100

Item Categorization Information 140

	Item Name	Item ID	Product/ Service	Product Type	Service Type	Occasion	Gender	Age Range	Interests
140a	Book ABC	0001342	Product	Book	-	*	*	*	*
140b	Book BCD	0009287	Product	Book	-	*	*	*	Science Fiction, Mystery
140c	Book CDE	0001983	Product	Book	-	*	Male	16+	*
140d	Book DEF	9072086	Product	Book	-	Wedding	*	*	*
140e	Cake ABC	7972383	Product	Food	-	Birthday	*	5-10	*
140f	Food Product BCD	2987238	Product	Food	-	*	*	*	*
140g	Flower Arrangement ABC	0279800	Product	Flowers	-	*	*	*	*
140h	Music CD ABC	0013803	Product	Music, CD	-	*	*	*	*
140i	DVD Movie ABC	0012333	Product	Movie, DVD	-	*	*	*	*
140j	VHS Movie ABC	7813292	Product	Movie, VHS	-	*	*	*	*
140k	TV ABC	0974363	Product	Electronics	-	*	*	*	*
140l	Software ABC	3513527	Product	Software, CD	-	*	*	*	*
140m	Toy ABC	4397234	Product	Toy	-	*	*	*	*
140n	Video Game ABC	5982374	Product	Video Game	-	*	*	*	*
140o	Health Product ABC	9874933	Product	Health	-	*	*	*	*
140p	Prescription ABC	7283977	Product	Health	-	*	*	*	*
140q	Beauty Product ABC	6387924	Product	Beauty	-	*	*	*	*
140r	Art Item ABC	3941272	Product	Art	-	*	*	*	*
140s	Collectible Item ABC	9071467	Product	Collectible	-	*	*	*	*
140t	Kitchenware ABC	8913741	Product	Kitchenware	-	*	*	*	*
140u	Furniture ABC	7137783	Product	Furniture	-	*	*	*	*
140v	Home Furnishing ABC	8091203	Product	Furnishing	-	*	*	*	*
140w	Houseware ABC	8789122	Product	Houseware	-	*	*	*	*
140x	Lawn Product ABC	3293107	Product	Lawn	-	*	*	*	*
140y	Tool ABC	2283717	Product	Tool	-	*	*	*	*
140z	Automobile ABC	2002733	Product	Automobile	-	*	*	*	*
140aa	Automobile Rental ABC	2002733	Service	-	Rental	*	*	*	*
140ab	Home Cleaning Package ABC	3229073	Service	-	Cleaning	*	*	*	*
140ac	Computer ABC & Service BCD	4927349	Product, Service	Computer	Repair	*	*	*	*
140ad	Gift Certificate Amount ABC	3789239	Product	Gift Certificate	-	*	*	*	*
140ae	Gift Cluster ABC	9723078	Product	Cluster	-	*	*	*	*

Current Gift Cluster: Mom's Birthday Present

Add Selected Items To Gift Cluster

Figure 1C

2151

2153

~155

Create New Gift Clusters

Figure 1D

* Name: ~ 162

Description: ~ 164

Available To Others: ~ 166

Expiration: ~ 168

Recipient: ~ 170

Categories: ~ 172

Occasion: ~ 174

Education Level: ~ 176

Gender: ~ 178

Income Level: ~ 180

Age: ~ 182

Location: ~ 184

Interests: ~ 186

Race: ~ 188

Ethnicity: ~ 190

Religion: ~ 191

Occupation: ~ 192

Sexual Orientation: ~ 193

Gift Wrap: ~ 195

Shipping Instructions: ~ 196

Accompanying Card: ~ 197

* - Required Field

~ 160

Create New Gift Cluster As Indicated

000201-11266960

My Gift Clusters 220

Figure 2A

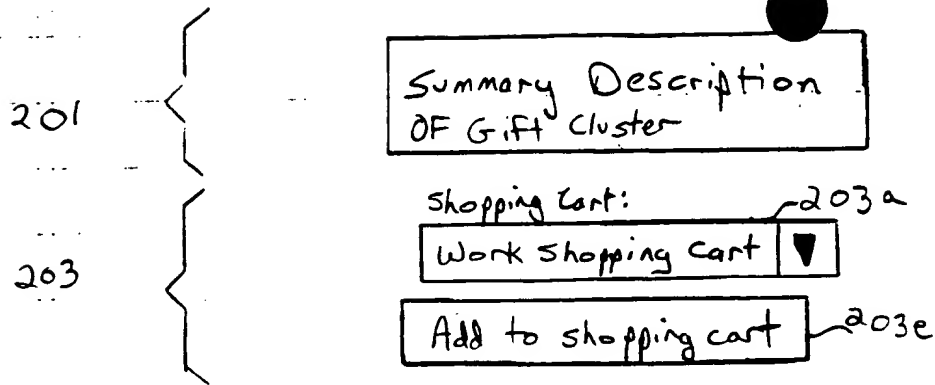
Customer Categorization Information 390

Figure 3B

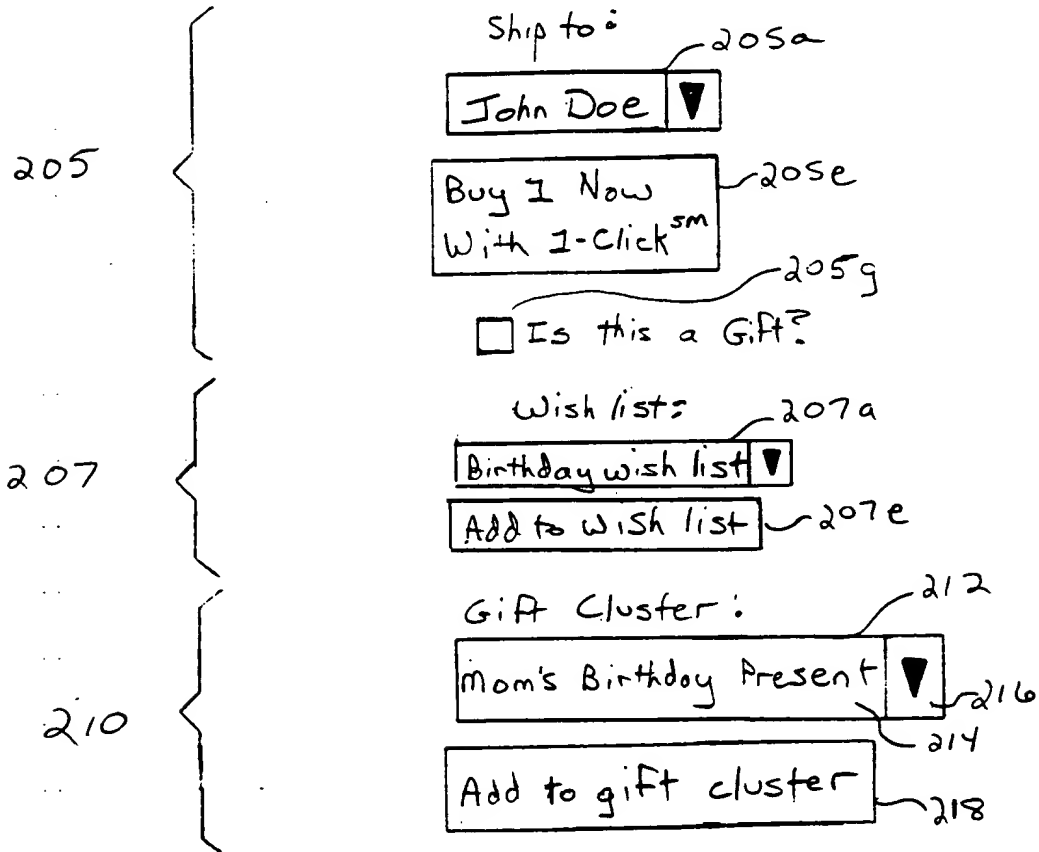
Current Gift Cluster: ABC	Change Gift Cluster	Buy Gift Cluster For Selected Recipient Now
2381	2383	2385

002207-44266960

Fig. 2B



OR



Search For Gift Clusters

002201-102700

Name: ~ 302
 ~ 352

Creator: ~ 304
 ~ 354

Category: ~ 306
 ~ 356

Occasion: ~ 308
 ~ 358

Gender: ~ 310
 ~ 360

Age: ~ 312
 ~ 362

Interests: ~ 314
 ~ 364

Maximum Price: ~ 316
 ~ 366

Expiration: ~ 318
 ~ 368

~ 320
 ~ 322

~ 370

Figure 3A

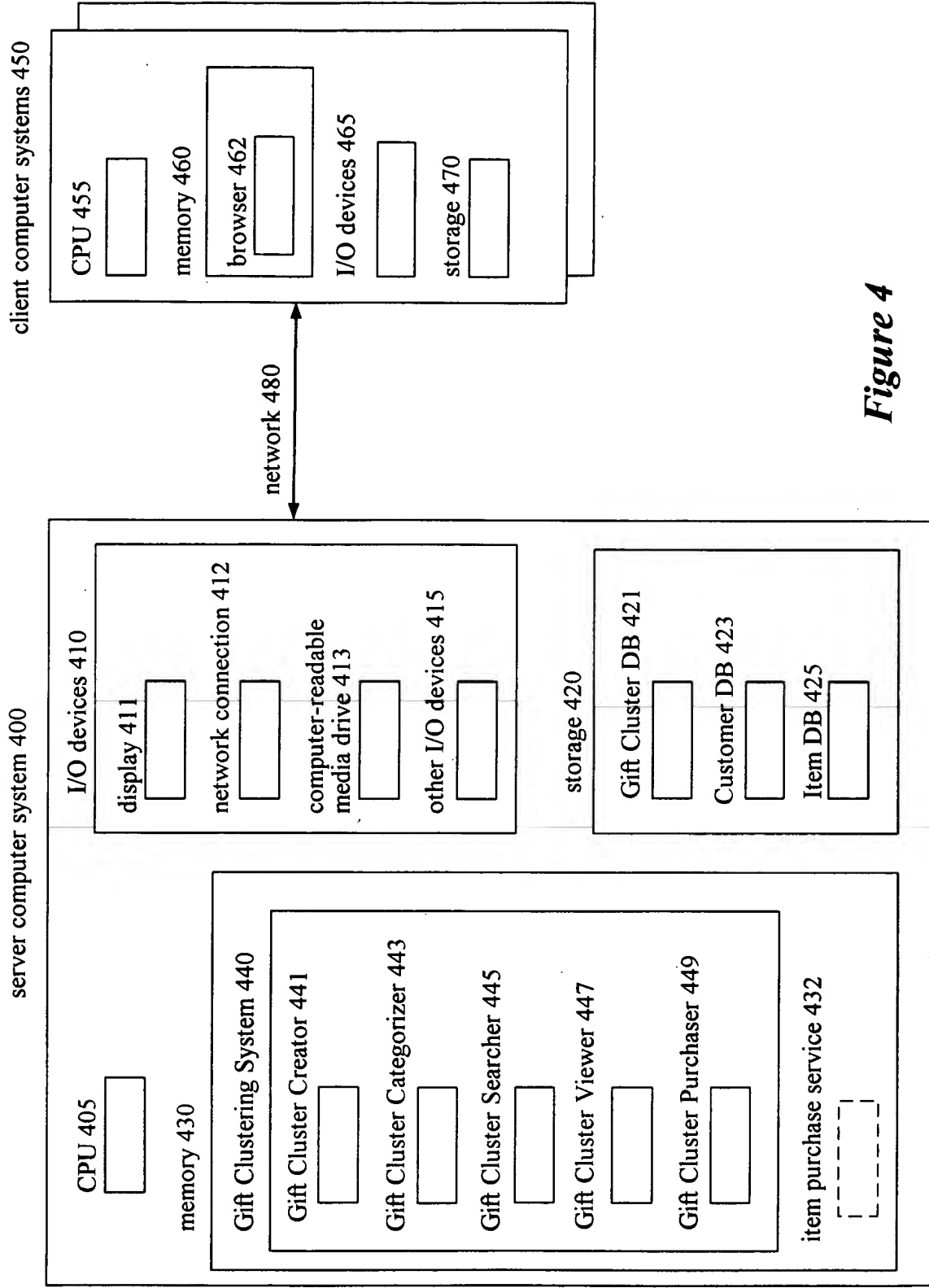
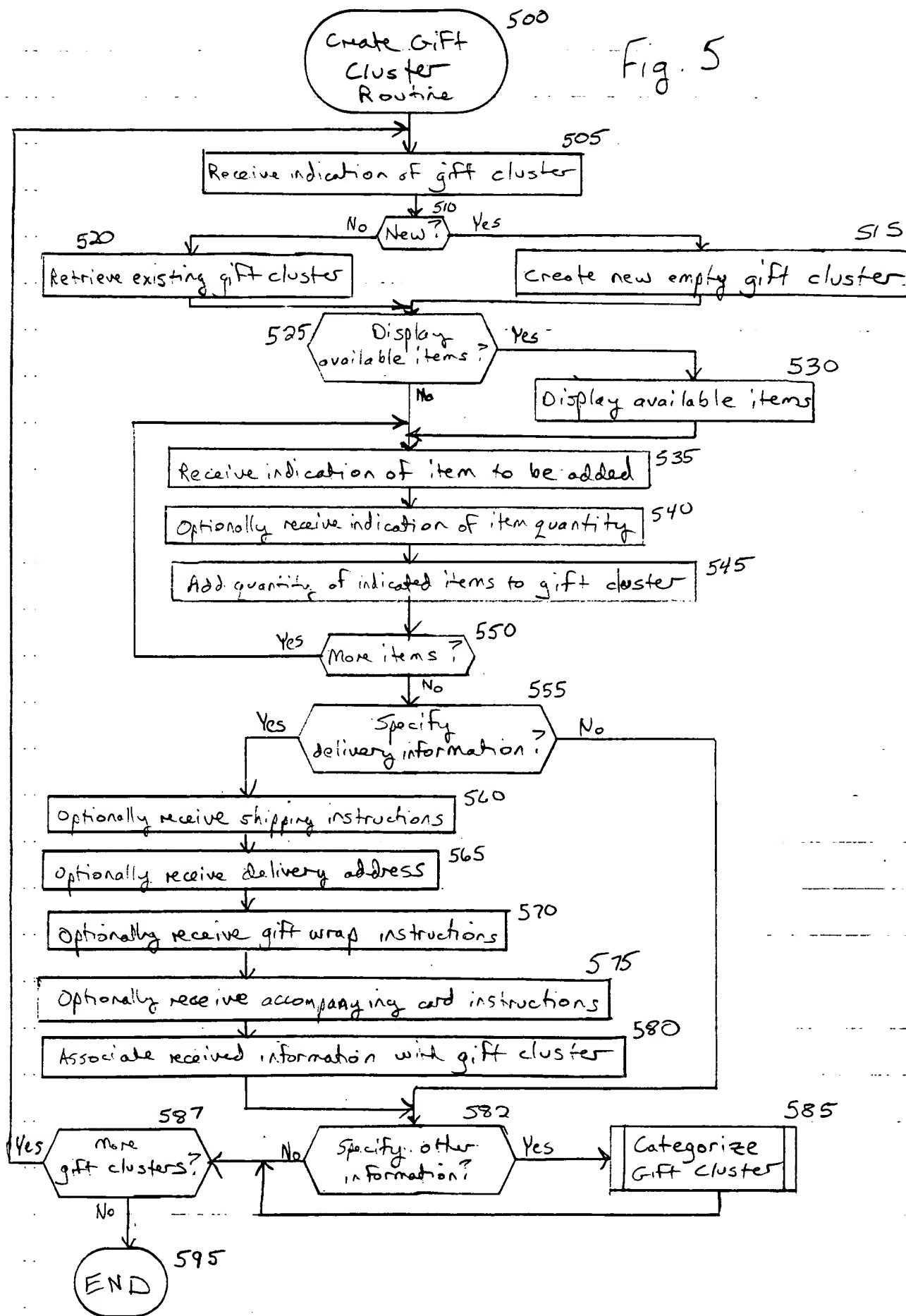


Figure 4



06-09-78

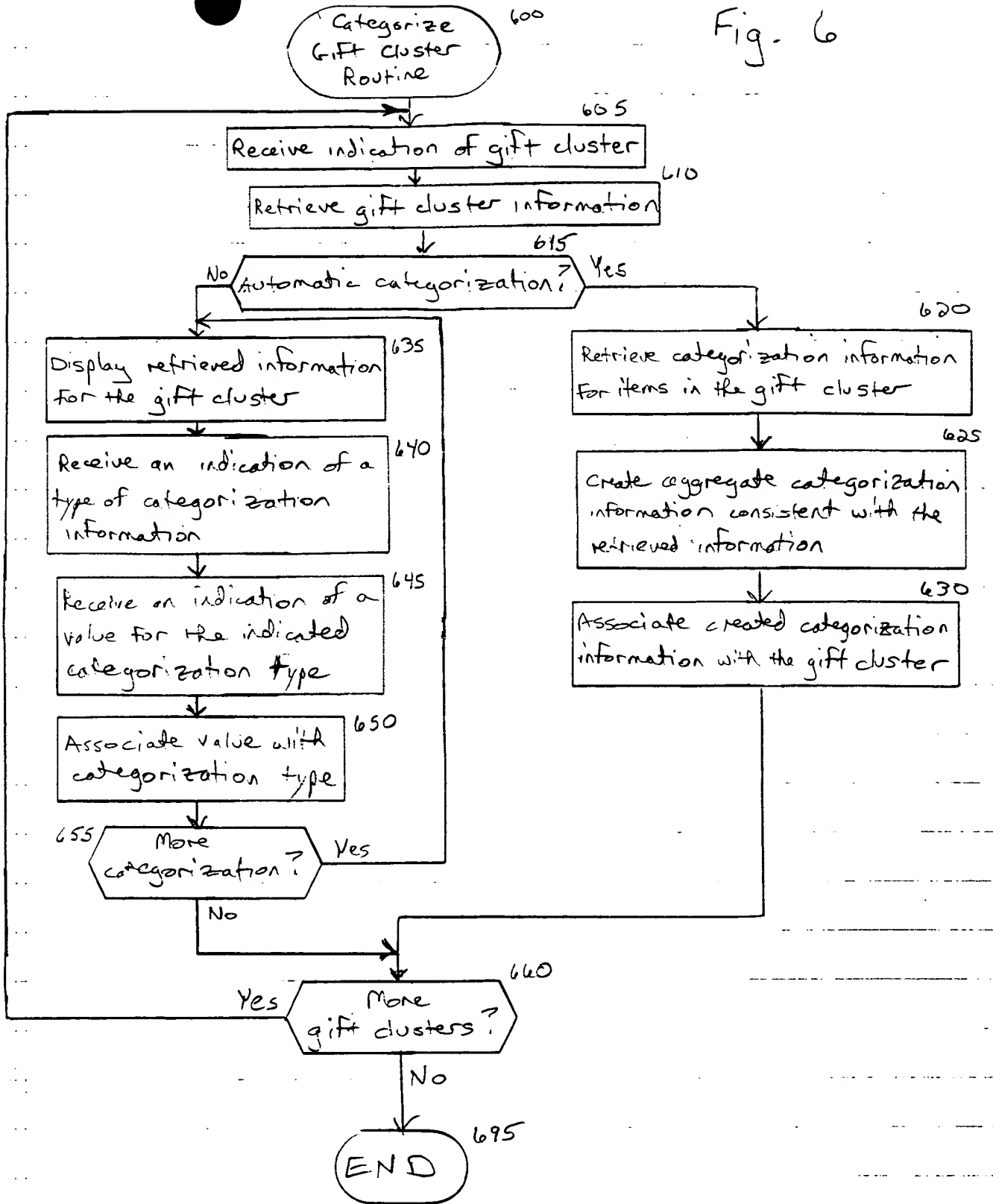
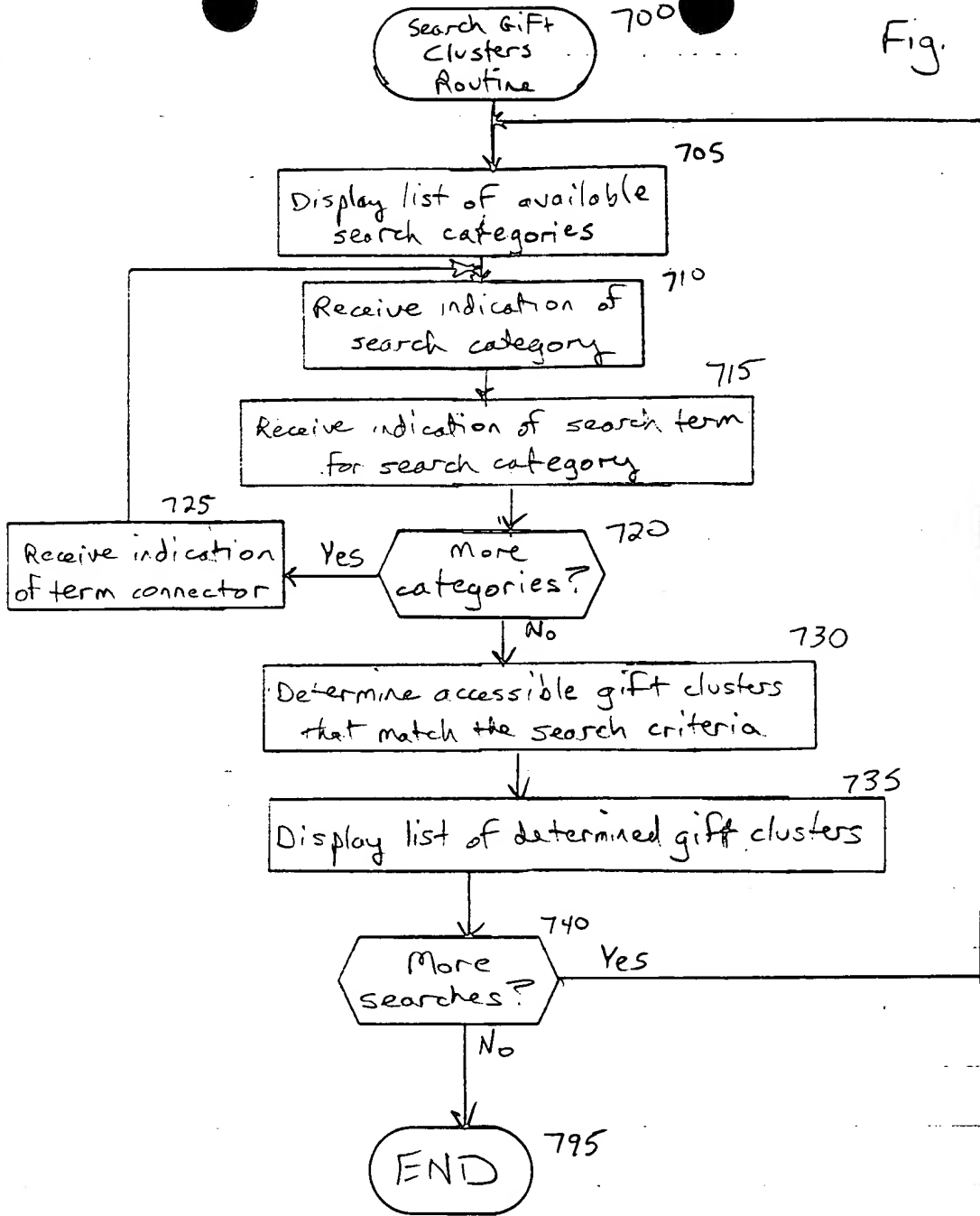
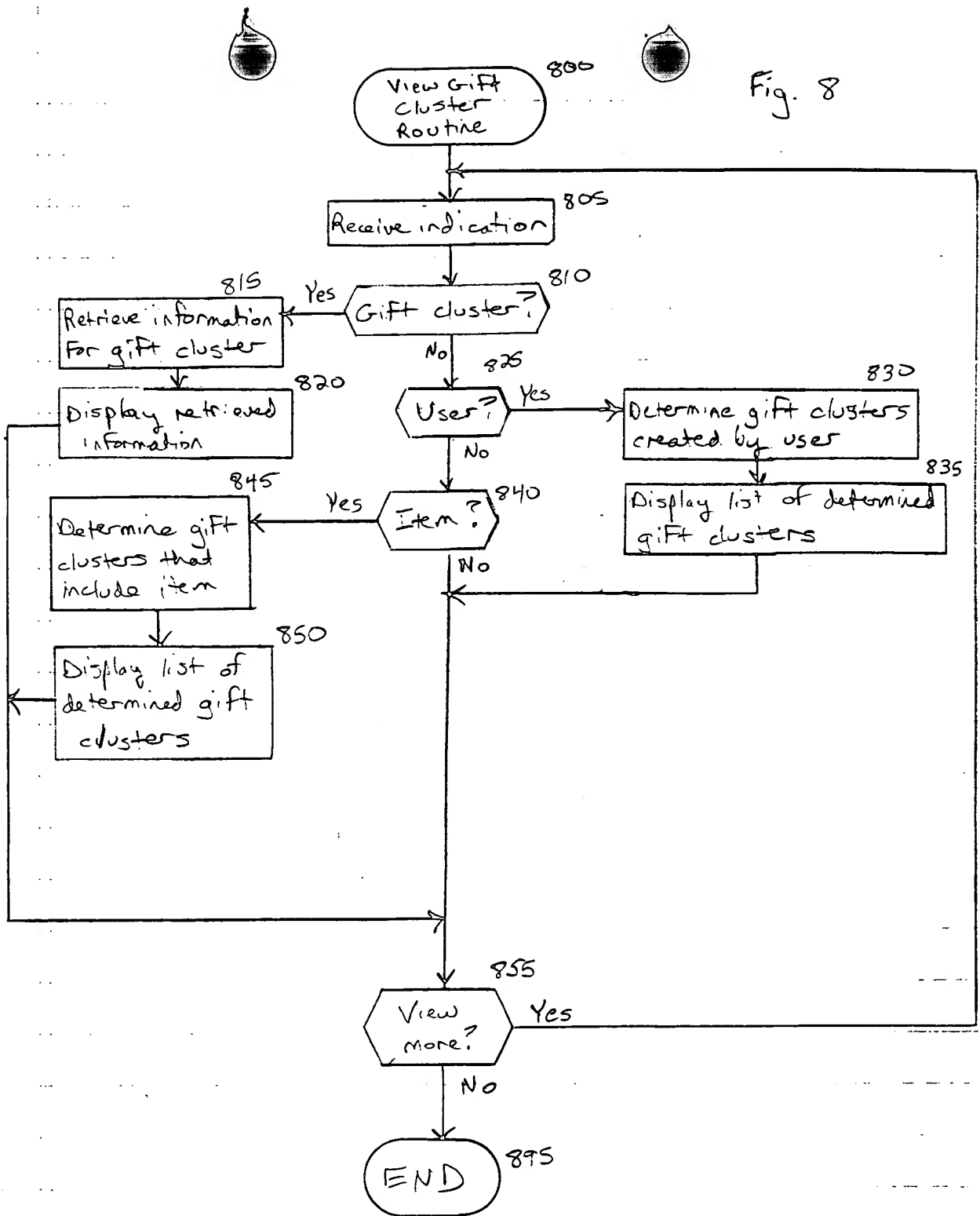


Fig. 7



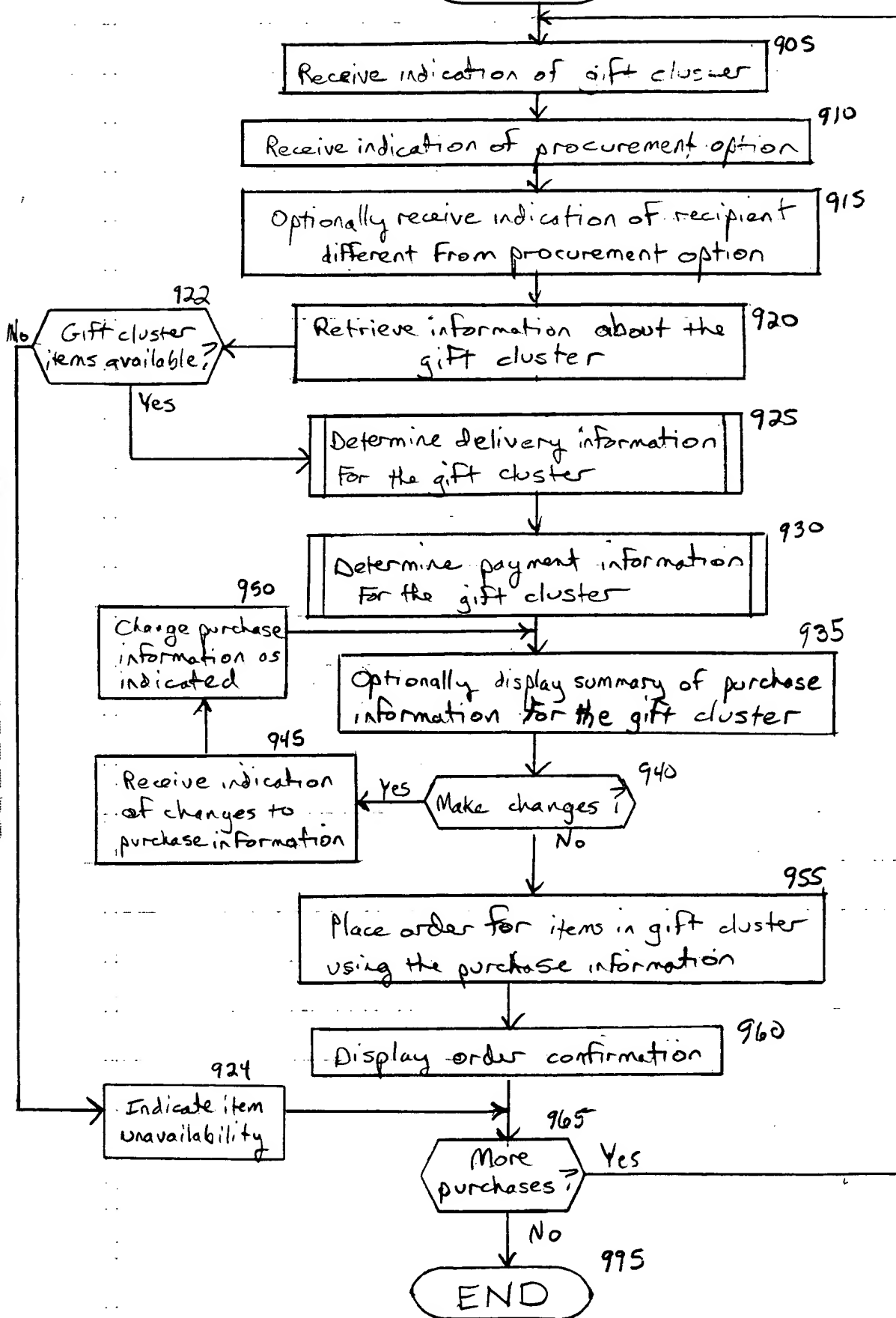
002201-446660



Order Gift Cluster Routine

900

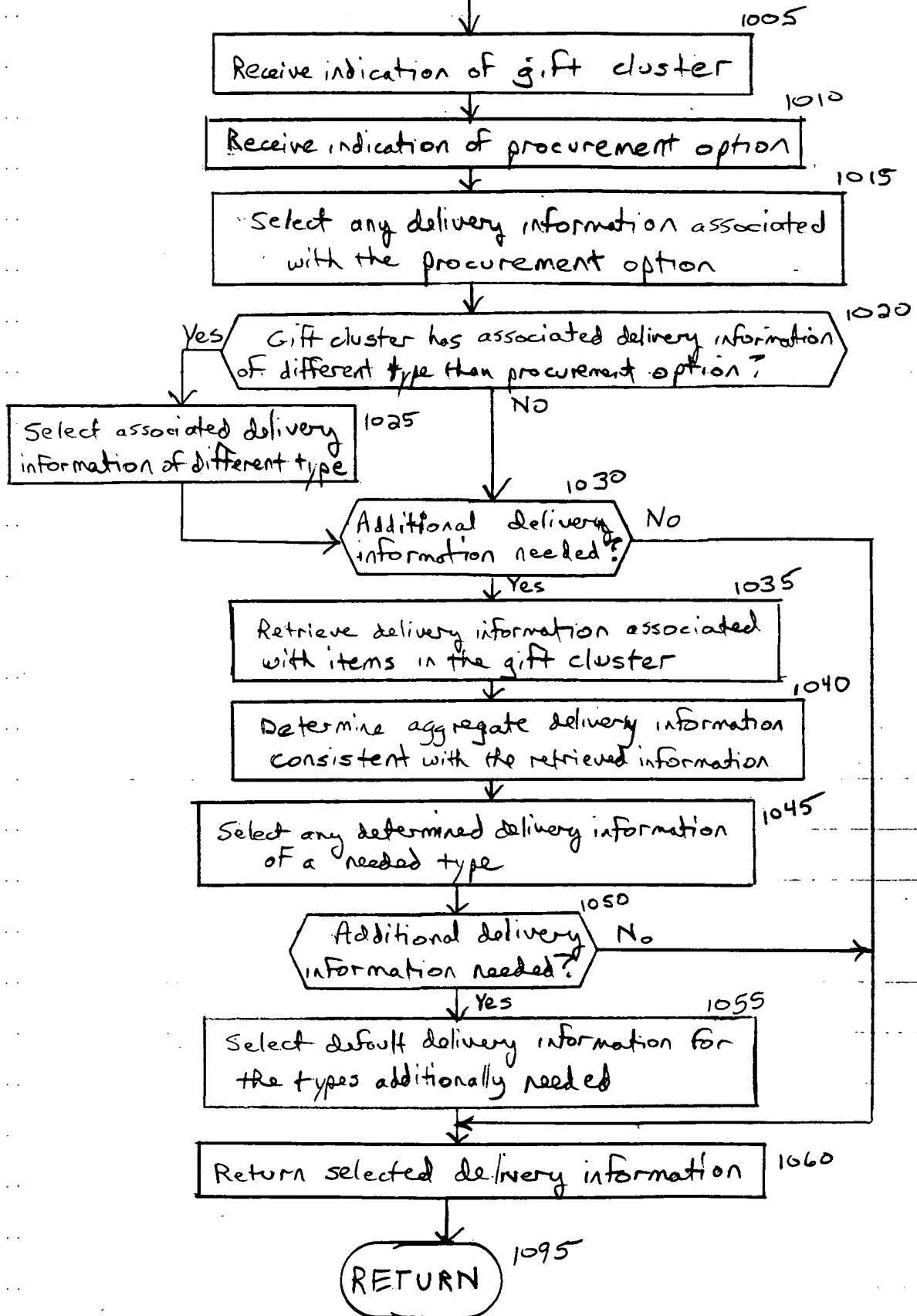
Fig. 9



002201-102700

Determine Delivery
Information For The
Gift Cluster
Subroutine

Fig. 10



00699244.102700

00599244-102700

